

## Utilization of the Facebook Marketplace as a Marketing Media and Promotional Media in Improving the MSME Economy of Pottery Pot Crafts in Kemangsen Village

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### ABSTRACT

This community service is entitled "Utilization of the Facebook Marketplace as a Marketing Media and Promotional Media in Increasing the Economy of MSMEs for Pottery Pot Crafts in Kemangsen Village". Pottery pots are craft pots made of cement and clay which have various shapes. Kemangsen Village is known as a pot maker and seller village that has been making pots since 1998. Many residents make a living from producing these pots. In the village of Kemangsen there are many pot manufacturers who produce pots of various types and shapes. In 2020 or since the COVID-19 pandemic, the sales of MSMEs in Kemangsen Village have decreased. In an era like now, people are familiar with social media and are also widely used as a medium for buying and selling online. Therefore, researchers want to advance the pot manufacturers in Kemangsen village so they are not left behind in this modern era. So the author provides innovation by selling on the Facebook marketplace (online market) as a media promotion and selling so that products from Kemangsen village can be recognized by the surrounding community as well as outsiders. This community service uses qualitative methods with a qualitative approach. Data collection techniques by interview, observation, and documentation with one of the informants of the pottery pot craftsmen, namely Mr. Wawan and the employee who worked on the making of the pot. The results of this community service show that pottery pot crafts in Kemangsen village are lacking in terms of online promotion and a lack of marketing education which has made the Kemangsen village economy decline. Because some of the people there work as earthenware pot craftsmen, therefore the author helps by educating about marketing and marketplaces (online markets) using the online media Facebook as an example of a marketplace (online market). Some of these activities can be used as examples for other villages in terms of selling Kemangsen village products so that many people can reach them.

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## INTRODUCTION

In the current digital era, social media is very familiar and has become a necessity in people's lives. Social media is very important in the world of business, the world of information, to the world of learning. Currently, the life needs of millennial society cannot be far from gadgets, one of which is the social media platform which has been widely used since the beginning of the famous gadget to use the application used, namely the Facebook application. The author social media application conducts community service education for the residents of Kemangsen village so that they can obtain information, buying and selling sites and also communicating with consumers when selling online. Facebook social media is very popular with the public, one of which is shopping online at the marketplace. In this digital era, social media really fulfills the needs of people's lives in practical ways, from online transactions, online sales to online shopping. Online shopping is in great demand by the public to continue to meet their daily needs, due to the busy schedule of community activities so that people do not have free time to shop at shopping centers, therefore online shopping sites are needed by the community as well because they can compare prices from many stores. Who sell products without traveling from one store to another (Pambudi, 2013). In the Facebook social media application, what the author does when doing community service is giving education and explaining about the marketplace

The author carries out community service by using socialization methods that will be carried out to help the community how to use social media properly and correctly so that it makes it easier to promote Kemangsen village products. Community service can help in terms of promotion through social media, the media used is the Facebook application. The choice of Facebook social media is due to the marketplace features contained in the application

Kemangsen Village has the potential for pottery pots to become village MSMES, the community still uses direct buying and selling. This community service aims to provide new references by means of online sales through Facebook social media. The more advanced the online sales that the researcher is aiming at are expected to be something new for the Kemangsen village in selling earthenware pots.

The author conducted a direct survey in Kemangsen village to see and check facts on the ground. Helping the Kemangsen village community, especially people who are producers of earthenware pots, by providing positive assistance in using Facebook social media, so that village people can expand their knowledge in the digital era. This can increase experience, knowledge, economy as well as a way to get ideas to become creative entrepreneurs. So that Kemangsen Village will later become one of the best earthenware pot producers in East Java. Thus the economic income of the Kemangsen village will increase and the welfare of its citizens.

## METHOD

The method used in this research is qualitative with a qualitative approach. A qualitative approach is a type of approach that places more emphasis on meaning, reasoning, definition of a particular situation, and is used more to examine problems in everyday life (Rukin, 2019). Data collection techniques are carried out by documentation, observation, interviews. The primary data source is from the Pottery Pot Craftsman, Mr. Wawan. Meanwhile, secondary data was obtained through observations of the public and documentation in the form of earthenware pot making activities at the place of manufacture.

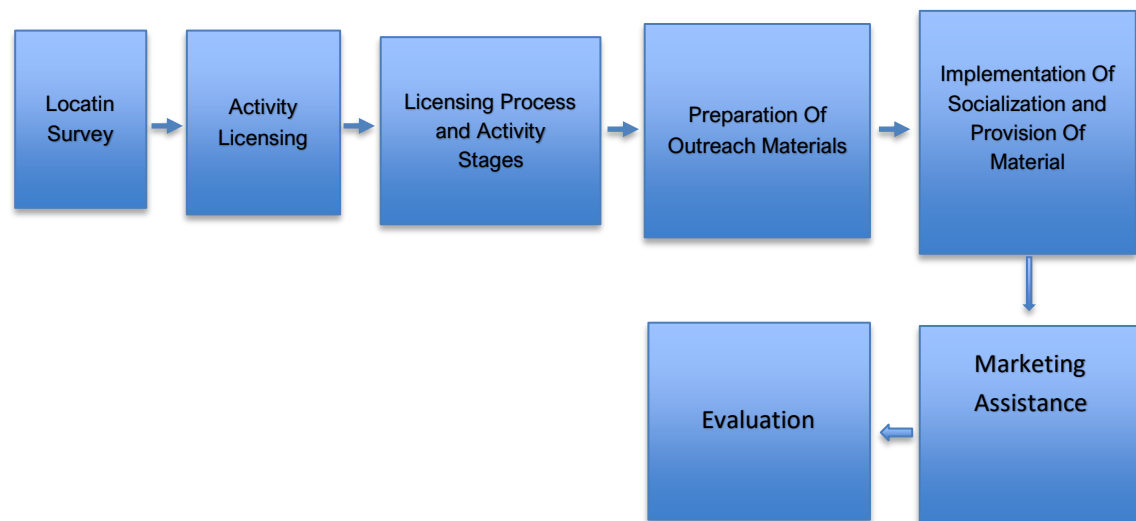


FIGURE 1. Implemenatation Process

## RESULTS AND DISCUSSION

By providing socialization about how Facebook marketing and marketplace in Kemangsen village. Which in the process is based on community service in the form of socialization which helps the community in promoting their products online through Facebook media as the intended marketplace. Also with the assistance and support of an enthusiastic community that makes the program that the researchers are running work well. The activities that researchers carry out are in the form of outreach and education to the community about marketing and marketplaces on how to promote products in an interesting and innovative way by making pot sales titles in an attractive marketplace so that other people are interested in or buy Kemangsen village pot MSME products. After conducting socialization, the author saw how the process of documentation went to the place where the earthenware pots were made to see how the process was made and the materials used in making the pots so that researchers knew the shape of the pots to be packaged for long-distance sales. After all the activities that the writer has done, the writer can conclude that in Kemangsen village the producers know about the marketplace but don't know how to apply it, therefore the writer explains how to market and help producers carry out attractive promotions as sellers and marketing strategies so they can survive if there are problems. Lack of attractive and good promotions that result in losses in sales. Then manufacturers also have not improved the quality of delivery which makes products safe, because there is still a lack of available pot packaging. This earthenware pot product makes shipping impossible over long distances. The author provides input to producers to make packaging in the form of wood so that it is safer and does not break when sent to areas outside East Java. The enthusiasm of the Kemangsen villagers who attended the community service event with the theme 'Utilization of the Facebook Marketplace as a Marketing Media and Promotional Media in Increasing the MSME Economy for Pottery Pot Crafts in Kemangsen Village' really received the author's income. And of course the author gets a pretty good response and support from the residents with an example of the activeness of the residents asking about the promotional media that has been explained in this outreach.



FIGURE 2. Stage of Making Earthenware Pots

In the picture above the author takes documentation at one of Mr. Wawan's pot manufacturers in Kemangsen Village to see the process of making pots and the materials used by craftsmen. The author sees that this earthenware pot is very easy to break if sent long distances, therefore the author does community service by conducting marketing and promotional socialization on the Facebook marketplace by providing packaging materials when sending long distances. This packaging using wood is used to prevent the pot from being damaged during transit because the material used is cement which is easily destroyed if exposed to shock or shake.



FIGURE 3. Umkm Marketing Socialization

In this picture, the author socializes the Kemangsen community with the theme "Utilization of Facebook Marketplace as a Marketing Media and Promotional Media in Increasing the MSME Economy for Pottery Pot Crafts in Kemangsen Village". In this socialization, the author provides education on how to promote pot and explains what Facebook, marketplace and social media are. The author provides education in the form of how to use the Facebook marketplace by making sales titles that are as creative and attractive as possible. Furthermore, providing education, uploading photos of pots in a way that attracts people's attention as well as explaining the packaging of pots if producers find consumers with long-distance shipping.

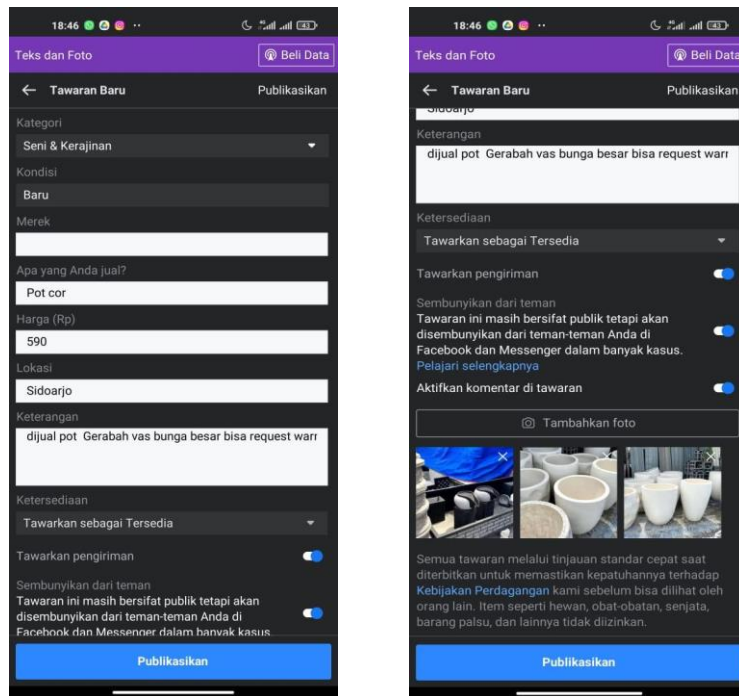


FIGURE 4. Facebook Marketplace Example

In this picture the author shows uploading products to be sold on the marketplace as promotional and marketing media. The author suggests promotion in the form of creative photos and provides clear and interesting information like the example in the picture above which the author explained to residents when conducting outreach. The author makes an example of a product description, namely "For sale earthenware pots and cast flower vases in accordance with the wishes of the buyer from the shape and color can also be sent to the area of the island of Java".



PICTURE 5. Example of Earthenware Pot Packaging

Finally, the author give an example to Kemangsen residents during the socialization, namely an example of a packaging image using wood in an earthenware pot. This example of wood packaging aims to protect the pots from breaking during delivery and also avoid losses to producers during delivery because when the pots reach the consumers. Producers ask for photos/videos when opening products that have been purchased as well as asking for good reviews of the pots in the hands of consumers.

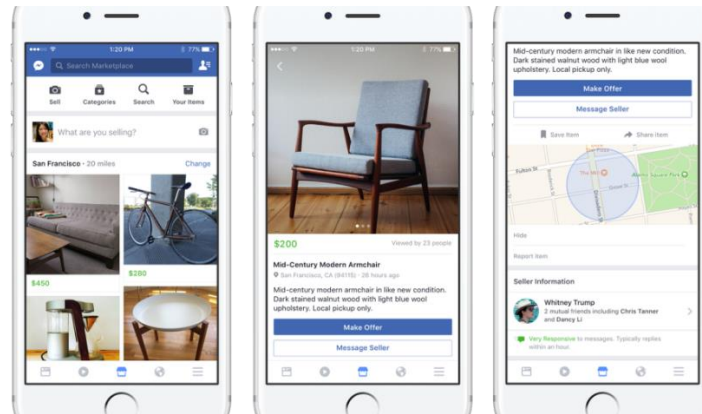
Furthermore, as a result of this outreach, the author really wants the people of Kemangsen village as earthenware pot MSMES to be increasingly recognized by the people of the island of Java. The author also hopes to be able to make earthenware pots as creative as possible. Initially, the craftsmen only made pots with the same model, so they always made innovations so that buyers could see them. The promotion described by the author to the residents of Kemangsen Village is a strategy to promote a product image or benefits for producers as owners of pot craftsmen.



**FIGURE 6.** Social Media Instagram 2022

(Source : <https://goodstats.id/infographic/media-sosial-yang-paling-banyak-digunakan-di-indonesia-2022-JpfD1>)

There are several reasons that are the main reasons for choosing Facebook media as the marketplace to target in this modern era because people who carry out buying and selling activities already use a lot of social media networks. For example, the social media Facebook, which has a large number of users, is also an application that is frequently used in 2022 from goodstats. The author chose Facebook media as a promotional and marketing medium because it has an online marketplace for buying and selling, besides that Facebook is also an old application and people are more familiar with Facebook because it had become a trend in 2010. By using the marketplace, the author explained to the Kemangsen villagers that by using online media as buying and selling, craftsmen don't have to bother looking for buyers. Because they only need to upload their products and Facebook will recommend our products to consumers who are looking for pots. People who use social media spend a lot of time on Facebook with an average of 30 minutes to 2 hours every day. This is the factor that is one of the reasons for the author to carry out community service for MSMES in the village of Kemangsen due to the large number of consumers who spend time on social media, one of which is Facebook because by using social media. Consumers can buy products without time restrictions, anywhere and anytime. It's a shame if manufacturers don't sell products on the Facebook marketplace.



**FIGURE 7.** Use of Facebook Marketplace

(Source : <https://www.genmuda.com/jualan-di-fb-makin-gampang-berkat-fitur-marketplace-baru-tapi/>)

In this picture the author explains how the Facebook marketplace system works and how to use it so that products are easily accessible to people who are looking for products similar to the products that the Kemangsen villagers make. The author also provides assistance on how to communicate properly and correctly.

## CONCLUSIONS AND RECOMMENDATIONS

The author concludes that Facebook is one of the social media with the most active users every day and many people use Facebook because it was famous in 2010, as a means of long-distance communication as well as a place to post activities that will be shared with friends or people around via the internet. The internet in Indonesia is currently growing rapidly and has become a primary need for its users, the development of social media is also an important factor in the size of internet users in this country (Hidayat & Febriana, n.d.). With the internet, Facebook is growing and eventually providing a place for buying and selling called the Facebook marketplace because many people use Facebook as an intermediary for buying and selling with people from different cities, islands and even countries. The implementation of community service which was carried out by providing material to the Kemangsen village community went well and smoothly. The programs implemented are:

- Dissemination of marketplace and marketing
- Educating the public about the marketplace and Facebook marketing
- Helping people use the Facebook marketplace
- Community assistance and support is quite high, where the community wants to help implement the program so that the community can benefit from it.

Based on the activities that have been carried out by the lecturers and students of the Communication Studies Study Program which were carried out at the Kemangsen Village Sidoarjo Village Hall, it is hoped that this will be useful for improving the quality and quality of all parties, including the following: The community should understand that community service activities are not only for the benefit of lecturers at tertiary institutions but also for the benefit of the local village community. Where the lecturer is only a motivation that helps prevent problems so it is hoped that community participation in each community service program can be higher. For residents of Kemangsen village who have participated in the socialization with the theme "Utilization of Facebook Marketplace as a Marketing Media and Promotional

Media in Increasing the MSME Economy for Pottery Pot Crafts in Kemangsen Village". The author expects to be able to carry out the education that has been provided by the author. To improve the MSME economy while at the same time advancing Kemangsen village as the best earthenware pot MSME.

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